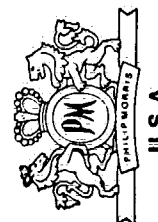


# 6<sup>th</sup> Sales Cycle

Nov. 3<sup>rd</sup> Dec. 26, 1975

Retail Activities  
National

1005200025



PRODUCT PROMOTION PLAN

PRODUCT PROMOTION PLAN

## 6<sup>th</sup> Sales Cycle

Nov. 3-Dec. 26, 1975

TO : FIELD SALES REPRESENTATIVES

FROM : J. J. GILLIS

SUBJECT: RETAIL ACTIVITY INSTRUCTIONS - 6TH SALES CYCLE

1975 has been an unusual and exciting year. It has seen the tobacco industry experience a resurgence of both product and merchandising activity. Brand proliferation, dominated by the 120mm cigarette in the beginning of 1975, has reached the point where presently the industry has no less than fifteen brands in test market. Among the new brands introduced, Saratoga displays strong growth potential with continuous sales and share increases. In addition, Benson & Hedges 100's new Hard Pack has proven to be a successful extension for America's number one 100mm cigarette.

Mid-year saw the implementation of our completely revised merchandising program. Philip Morris again established itself as the innovator in tobacco merchandising. The program offered a fresh new approach to carton rack merchandising. Coupled with your efforts, it has enabled Philip Morris to set new standards for the industry.

This is the final Sales Cycle of 1975. Again this year, we have the opportunity to surpass our previous highs in total sales and market share. The application of your experience, initiative, and expertise, can insure the surpassing of these previous highs.

I am very confident you can meet the challenge of this objective.

JJG/jh

*Jack Gillis*



U.S.A.

46000-104-00030

1005200026

6th Sales Cycle - (November 3 - December 26, 1975)Sales Representatives - Retail Activity Instructions

	NOVEMBER 3-28	DECEMBER 1-26
Primary	Marlboro 100's, Lights, Menthol	
Secondary	Virginia Slims 100's	B & H 100's Box
Tertiary	Parliament	Saratoga 120's
Marlboro Bonus Program	Marlboro Red (Soft Pack/Box)	

INTRODUCTION

This last cycle involves retail activity on the part of all our major brands. Marlboro will be the featured brand. Virginia Slims and Benson & Hedges 100's Box will receive Secondary activity with Parliament and Saratoga 120's sharing the Tertiary position. In support of this retail activity, Marlboro, Virginia Slims, and Parliament each have exciting promotional offers backed with strong P.O.S. and media support.

Marlboro's consumer offer is a unique Belt & Buckle Promotion. Created by the famous Western sculptor, Bob Scriver, the Marlboro Buckle is a special edition; each is individually numbered and accompanied by a brief history of the sculptor. The Belt & Buckle will be available through the mail for \$7, plus two end labels from any pack or box of Marlboro.

Virginia Slims 100's very successful "Book of Days" A-1 promotion returns again for the fifth straight year.

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The all new, all different engagement calendar topped 750,000 last year. Offered free with a carton purchase, and through the mail for \$1 and proof of purchase, it has established itself as an outstanding sales-building promotion.

Parliament will offer a great trial-inducing self-liquidator in the Parliament "Word Game." This giant crossword puzzle measures six feet high, is printed on texturized stock, and can be hung on a wall. A standard \$5 item, the "Word Game" will be offered for \$1.50 plus two proofs of purchase. Recognizing the popularity of crossword puzzles, the Parliament "Word Game" is sure to generate enthusiasm among Parliament smokers and potential consumers alike.

This 6th Sales Cycle package provides you with all the tools to push Philip Morris sales and share of market to new highs in the tobacco industry. What remains is your application of the experience and expertise you possess.

#### RETAIL SELL-IN

This Retail Sell-In covers a seven (7) week work period; the eighth week of this cycle is your Christmas vacation week. The brands involved in the Sell-In are as follows:

#### November 3 - 28, 1975

##### Primary:

Marlboro 100's  
Lights, Menthol

##### Secondary:

Virginia Slims

##### Tertiary:

Parliament

##### Bonus Program:

Marlboro Red

#### December 1 - 26, 1975

##### Primary:

Marlboro 100's  
Lights, Menthol

##### Secondary:

B & H 100's Box

##### Tertiary:

Saratoga 120's

##### Bonus Program:

Marlboro Red

1005200028

MARLBORO

"Come To Where The Flavor Is, Come To Marlboro Country"

PRIMARY BRAND - (November 3-28, 1975)

(SPECIAL NOTE: In order to give you a jump on the consuming public on the Marlboro Buckle, each of you will be provided one, compliments of Marlboro Brand Manager.)

. Retail Offer

- . During the entire 6th Cycle (November 3 - November 28, 1975) Marlboro will occupy the Primary position in the retail offer.
- . The Retail Sell-In will include five (5) cartons of Marlboro's (2 M.100's, 2 M.Lights, 1 Marlboro Menthol) with 5% gratis, maximum of three packs, allowed for non-controlled retail outlets.
- . 30-pack and 18-pack Set/Sells with coupons are provided for use in your retail coverage. A \$1 per outlet payment is authorized for placement of either display in a self-service position for two weeks in non-controlled retail outlets.
- . Payment to non-controlled/independent outlets are to be made locally to the store manager and recorded on the Gratis Receipt.

. Special Marlboro Bonus Program

- . In addition to the Primary 5-carton Sell-In indicated above, five (5) cartons of Marlboro Red, pack or box, are to be included in the Retail Sell-In.
- . 5% gratis, maximum of three packs, is allowed on these additional cartons.

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- These five cartons of Marlboro Red are to be sold in addition to, not as a replacement for, any other brands. The retailer must purchase all fifteen (15) cartons of the Retail Sell-In to receive the 5% gratis on the Marlboro Red.

- Merchandising

- Marlboro will occupy the Primary section in all contract B & B-1 units.
- The following P.O.S. materials are provided to gain additional brand exposure:
  - Shelf Talkers (The Marlboro Belt
  - Posters Buckle Offer will be
  - Catalog Sheets featured on all P.O.S.
  - Easel Counter Cards material.)
  - Carton Cards
- Effective use of all Marlboro P.O.S. materials is essential. Your objective should be to maximize the brand's primary display potential during the 6th Sales Cycle, thereby, assuring proper utilization of all materials.

- Consumer Offer

- Special Edition Marlboro Belt & Buckle.
  - Available through the mail for \$7, plus two end labels from any Marlboro pack or box.
  - Specially created by the famous Western sculptor, Bob Scriver, the Buckle will be individually numbered and strapped to a top-grain steerhide leather belt; available in brown or black.
  - The consumer offer will be supported by print advertising in major weekly and monthly magazines.

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- Additional Marlboro Support Material

- Marlboro Thank You Decals
- Marlboro Store Hours Decals

- Additional Note

- Spanish language Marlboro Store Decals have been developed for use in Spanish markets; they will be available to you through your Division Manager for use in the 6th Sales Cycle.

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VIRGINIA SLIMS

"You've Come A Long Way Baby"

SECONDARY BRAND - (November 3-28, 1975)

- Retail Offer

- During the first four (4) weeks (November 3 - November 28, 1975) of this cycle, Virginia Slims will occupy the Secondary position in the retail offer.
- The Retail Sell-In will include three (3) cartons of Virginia Slims 100's (2 Regular, 1 Menthol) with 5% gratis allowed.

- Merchandising

- Virginia Slims will occupy the Secondary section in all contract B and B-1 units.
- The following P.O.S. materials are provided to gain additional brand exposure:
  - Small Shelf Talkers
  - Posters
  - Carton Cards

- Consumer Offer

- Virginia Slims "Book of Days" A-1 Promotion.
  - During the 6th Cycle, Virginia Slims will once again feature the fabulous "Book of Days." This year's "Book of Days" promotion is designed to reach every potential consumer of Virginia Slims. At the retail level the "Book of Days" will be offered free with a carton purchase of Virginia Slims Regular or Menthol; in addition to a standard A-1 display, a special mini bin is available for use in smaller outlets. Although the "Book of

1005200032

"Days" will be available through the mail, the emphasis for this year's promotion is clearly being put at point-of-sale where the action is.

- . This promotion should provide you with the opportunity to insure adequate inventory of both packings in Virginia Slims in each and every call and maximize the sales of the brand during the fourth quarter of the year.
- . Virginia Slims is the fastest growing cigarette brand among women. The "Book of Days" promotion should help insure that this trend will continue into 1976.
- . This consumer offer will be supported by full-page advertising in national weekly and monthly magazines.

. Additional Virginia Slims Support Material

- . In addition to the P.O.S. material mentioned above, two (2) additional Virginia Slims pieces are included in your 6th Sales Cycle Kit. They are as follows:
  - . Virginia Slims Push/Pull Decals.
  - . Virginia Slims In/Out Decals.
- . These exciting Virginia Slims Store Decals provide an excellent opportunity to capitalize on the growth of Virginia Slims. They should be placed in high traffic, high volume outlets, in a high visibility location.

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PARLIAMENT

"The Recessed Filter Cigarette"

TERTIARY BRAND - (November 3-28, 1975)

. Retail Offer - National

- . During this four (4) week period (November 3 - November 28, 1975) Parliament will occupy the Tertiary position in the retail offer.
- . The Retail Sell-In will include two (2) cartons of Parliament (1 - 100's and 1 - 80/85) with 5% gratis allowed.

. Merchandising

- . Parliament will run a great trial-inducing self-liquidator during this period called the Parliament "Word Game."
- . The following P.O.S. materials are provided in support of this promotion:
  - . 20 pack Set/Sell with coupons--\$1 payment
  - . Posters
  - . Easel Counter Card with coupons
- . In addition, the "Word Game" promotion will receive limited media support in full-page supplement ads.

. Retail Offer - Eleven (11) Selected Markets

- . The retail Sell-In will include four (4) cartons of Parliament (2 - 100's, 2 - 80/85) with 5% gratis allowed. This increases the total retail offer to seventeen (17) cartons.
- . A 36-pack Set/Sell replaces the normal 20-pack Tertiary Set/Sell.
  - . Two (2) "Word Games" are to be given to the retailer instead of the normal \$1 Set/Sell allowance.

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BENSON & HEDGES 100'S BOX

"America's Number One 100mm Cigarette"

SECONDARY BRAND - (December 1-26, 1975)

. Retail Offer

- . During the second four (4) weeks of this cycle, Benson & Hedges 100's Box will occupy the Secondary position in the retail offer.
- . The Retail Sell-In will include three (3) cartons of Benson & Hedges 100's Box (2 Regular and 1 Menthol) with 5% gratis allowed.

. Merchandising

- . Benson & Hedges 100's Box will occupy the Secondary section in all contract B and B-1 units.
- . The following P.O.S. materials are provided to gain additional brand exposure:
  - . Small Shelf Talkers
  - . Posters
  - . Easel Counter Card

. Advertising

- . Benson & Hedges 100's Box, Secondary position, will be supported by an extensive advertising campaign during this four week period. Ads will appear in over 30 major monthly and weekly magazines complimented by an attractive outdoor campaign in all major marketing areas.

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SARATOGA 120'S

"Enjoy Smoking Longer Without Smoking More"

TERTIARY BRAND - (December 1-26, 1975). Retail Offer

- . During this four (4) week period, Saratoga 120's will occupy the Tertiary position in the retail offer.
- . The retail sell-in will include two (2) cartons of Saratoga 120's (1 Regular and 1 Menthol) with 5% gratis allowed.

. Merchandising

- . Saratoga 120's continues to show strong growth potential and has exhibited promising sales and share increases.
- . To better merchandise the brand for maximum in-store impact during this period, Saratoga 120's P.O.S. materials will feature a Christmas theme employing the new "Wait 'Til I Finish My Saratoga" advertising theme.
- . P.O.S. materials available
  - . 20 pack Set/Sells.
  - . Posters.
  - . Easel Cards.

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## NON-CONTROLLED CALLS

### "PROFIT APPROACH PRESENTATION"

Many times in retail calls you are limited in the time available to you with the store manager. Because of his familiarity with dollar figures, a profit approach is often the best way to make maximum use of your time together.

. OPENER: \_\_\_\_\_

. BENEFITS: \_\_\_\_\_

#### PROFIT PRESENTATION:

- a. \_\_\_\_\_ Packs x (Retail Selling Price)c = \$ Gross Resale Value
- b. (# of Cartons) x \$(Cost @ Carton) = Cost To Retailer
- c. Retailer's Cost - Gross Resale Value = \$ \_\_\_\_\_ Profit on Cartons
- d. Set/Sell Allowance = \$ \_\_\_\_\_
- e. # Gratis Packs x (Retail Selling Price) = \$ \_\_\_\_\_
- f. Total Gross Dollar Profit = \$(c + d + e)
- g. Total Gross Dollar Profit ÷  
Gross Sales (a + e) = \_\_\_\_\_ % Profit Margin

. CLOSE: \_\_\_\_\_

This format provides you the flexibility to use the profit approach with whatever carton quantity and Set/Sell allowance is set forth in your Sales Cycle Retail Instruction.

- . Additional sales data (e.g. brand growth, market share, etc.) can also be used with this profit approach. Excellent use of this additional information can be made in your presentation closing.

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## CONTROLLED CALLS

### "OBJECTIVES APPROACH"

The primary objectives in a controlled outlet call are: (1) Get to the order guide, (2) Increase the base inventory, (3) Merchandise carton and pack racks.

- . OPENER \_\_\_\_\_ (Purpose of the Call) \_\_\_\_\_
- . BENEFITS: \_\_\_\_\_
- . In-Store Mission
  - . Service displays and racks.
    - . Fill and label carton and pack racks to insure adequate distribution and display.
    - . P.O.S. items (small pieces) should be placed as you service racks and displays.
  - . Refill and relocate other displays (A-1) as required.
- . Inventory Status
  - . Note low and out-of-stock brands on carton rack and compare with inventory status for last three visits on retail call card.
  - . Formulate a book order based on the store's inventory needs, and list your order by brand indicating the increases needed in the weekly order.
  - . Explain to store manager the loss of carton/dollar sales that result from out-of-stock situations and explain the order you formulated.
- . CLOSE: \_\_\_\_\_

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## SALES REPRESENTATIVES

### RETAIL ACTIVITY - NON-CONTROLLED OUTLETS

#### NATIONAL

#### Retail Sell-In Package

- The Sell-In during the 6th Sales Cycle consists of a 15 carton combination offer:

##### November 3 - November 28

5 Marlboro 100's Lights  
Menthols

3 Virginia Slims 100's

2 Parliament

5 Marlboro Red

15 TOTAL CARTONS

##### December 1 - December 26

5 Marlboro 100's Lights  
Menthols

3 Benson & Hedges 100's  
Box

2 Saratoga 120's

5 Marlboro Red

15 TOTAL CARTONS

#### Flexibility and Latitude

- Flexibility and latitude do exist in the product mix of the Retail Sell-In.
- This latitude should be exercised to fit local circumstances.
- In a situation where the retailer has sufficient inventory of a particular packing in the Sell-In offer, you may alter the mix of the brand to satisfy his needs. However, all contract B and B-1 units must contain the assigned brand packing and all Set/Sells must be offered.

#### Gratis and Display Allowance

- Gratis:
- 5% gratis is allowed on the ten (10) carton Sell-In of the Primary Brand, Secondary, and Tertiary Brands.
- 5% gratis is allowed on the five additional cartons of Marlboro Red, but this gratis is to be given only

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if the entire fifteen (15) carton Sell-In package is accepted by the retailer.

- Total gratis allowed is eight (8) packs.

- Display

- A \$1 Set/Sell allowance per outlet is authorized for displays placed in a self-service position for two weeks. This allowance applies to the following:
  - Primary Brand - 30 pack and 18 pack Set/Sell
  - Tertiary - 20 pack Set/Sells

- Combination Offers

Depending upon the type of non-controlled call, various combinations of gratis and Set/Sell allowance can be offered. The variable factor is whether the account is participating in either our B or B-1 program.

- Non-controlled with B and B-1 displays:

- Gratis alone if Retail Sell-In package is purchased but Tertiary Set/Sell is not accepted.
- \$1 Set/Sell allowance alone if Retail Sell-In Package is not purchased, but Tertiary Set/Sell is accepted.
- Gratis plus \$1 Set/Sell allowance if Retail Sell-In Package and Tertiary Set/Sell is accepted.

- Non-Controlled without B and B-1 displays:

- Gratis alone if Retail Sell-In is purchased but neither Primary nor Tertiary display is accepted.
- \$1 Set/Sell allowance if Retail Sell-In package is not purchased, but both Primary and Tertiary displays are accepted.
- Gratis plus \$1 Set/Sell allowance if Retail

1005200040

Sell-In package and both Set/Sells are accepted.

. Reporting: Sales Activity and Expenses

- . Sample Scanner and Expense Statements are enclosed.  
Review these with your Division Manager and make certain you understand both.

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- . 5% gratis is allowed on the five additional cartons of Marlboro Red, but this gratis is to be given only if the entire fifteen (15) carton Sell-In package is accepted by the retailer.
- . Total gratis allowed is nine (9) packs.
- . Display:
  - . A \$1 Set/Sell allowance per outlet is authorized for displays placed in a self-service position for two weeks. This allowance applies only to the Primary Brand (Marlboro)--30 pack and 18 pack Set/Sell.
  - . Parliament Tertiary Set/Sell--36 pack
    - . In lieu of the \$1 allowance on the Tertiary display, retailers will be offered two (2) Parliament "Word Games" for accepting the 36-pack Set/Sell display.

#### COMBINATION OFFERS

- . Gratis alone
- . \$1 Set/Sell allowance for the Marlboro Primary Set/Sell.
- . Two (2) Parliament "Word Games" for the Tertiary Set/Sell.
- . \$1 allowance for the Marlboro Set/Sell plus two (2) "Word Games"
- . Gratis plus \$1 allowance for the Marlboro Set/Sell plus two (2) "Word Games"

#### REPORTING: SALES ACTIVITY & EXPENSES

- . Sample Scanner and Expense Statements are enclosed. Review these with your Division Manager and make certain you understand both.

/jh

1005200043

# SCANNER SHEET REPORTING INSTRUCTIONS

6TH SALES CYCLE NOVEMBER 3 - DECEMBER 26, 1975

SALES REPRESENTATIVE'S NAME \_\_\_\_\_

TERRITORY NUMBER \_\_\_\_\_

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

SALES REPRESENTATIVE'S TERRITORY NUMBER		
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00
00	00	00

REPORTING PERIOD	
CYCLE	WEEK
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00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00
00	00

SELLING ALONE		BEING TRAINED		PACK- MASTERS		VENUE COVERAGES	
DAYS	FRACTIONS	DAYS	FRACTIONS	DAYS	FRACTIONS	DAYS	FRACTIONS
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
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00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00

SICK OR VACATION		SALES MEETINGS		SAMPLING OR STORE SALES		OTHER DOWN TIME	
DAYS	FRACTIONS	DAYS	FRACTIONS	DAYS	FRACTIONS	DAYS	FRACTIONS
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00
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00	00	00	00	00	00	00	00
00	00	00	00	00	00	00	00

REVIEW YOUR SCANNER COMPLETELY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY. PLEASE BE SURE THAT THE "REPORTING PERIOD" SECTION IS CORRECTLY MARKED.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING. ALL CORRESPONDENCE SENT TO COMPUTER MANAGEMENT CORP. MUST INCLUDE THE SENDER'S RETURN ADDRESS.

TYPE CALLS	
NON- CONTROLLED	CON- TROLLED
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000
000	000

REPORT THE NUMBER OF NON-CONTROLLED AND THE NUMBER OF CONTROLLED CALLS MADE EACH WEEK.

TOTAL GRATIS USED
000
000
000
000
000
000
000
000
000
000
000
000
000
000
000

ALL GRATIS SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.

SPECIAL INSTRUCTIONS		
COLUMN 1	COLUMN 2	COLUMN 3
000	000	000
000	000	000
000	000	000
000	000	000
000	000	000
000	000	000
000	000	000
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000	000	000
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000	000	000
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000	000	000
000	000	000

REPORT ALL SALES OF THE 5 EXTRA CARTONS OF MARLBORO RED IN COLUMN 1

CONSUMER INCENTIVE	
PKS 20'S SWITCH SOLD	SAMPLE 20'S SOLD
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000	000
000	000
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000	000
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000	000
000	000
000	000
000	000
000	000
000	000
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000	000

REPORT TOTAL NUMBER OF 20'S SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20'S USED FOR SWITCH SELLING AND SAMPLING IN THIS COLUMN.

1005200044



PHILIP MORRIS U.S.A.  
SALES PERSONNEL EXPENSE VOUCHERSAMPLE VOUCHER  
6th Sales Cycle

DRAFT NO.		DO NOT WRITE HERE		GROUP		SALESMAN'S NUMBER						
SALESMAN'S NAME (PRINT)						WEEK ENDING (SATURDAY)						
HEADQUARTERS (CITY-STATE)				TERRITORY CODE		REGION NO.						
						SECTION NO. 197						
		SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	TOTAL	ACCT. CODE		
Hours Worked										FOR OFFICE USE ONLY		
Explanation (Time Not Worked)												
Town and State Where Expenses Were Incurred												
PERSONAL AND OTHER EXPENSES	Room											
	Meals											
	Telephone, Postage											
	Transportation Paid by You (other than company car)											
	Car Rentals											
	Personal Smokes											
	Supplies - Office, Etc.											
	(REPORT AS USUAL)											
	Primary Brand Activity:											
	30 pk Set/Sell (\$1 per outlet maximum)											
18 pk Set/Sell (\$1 per outlet maximum)												
SAMPLES	Switch Sampling									070		
	Samples - Other (Specify)											
	Total Gratis											
INCENTIVE PROMOTIONS	Tertiary Brand Activity:											
	20 pk Set/Sell (\$1 per outlet maximum)											
MERCHANDISING PROGRAM EXPENSE - PERFORMANCE REPORT TOTAL (FORM #1762 ATTACHED)										160-190-00		
AIR TRAVEL CARD CHARGES												
TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT	TOTAL EXPENSES ABOVE							
				\$	AUTO EXPENSE (From Auto Expense Statement)							
					TOTAL EXPENSE							
COMMENTS:												
SIGNATURE _____ ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____												
AUTOMOBILE EXPENSE STATEMENT					SALESMAN'S NAME (PRINT)			YEAR & MAKE OF CAR				
CAR NUMBER			WEEK ENDING		TERRITORY CODE			CAR ASSIGNED PERM. TEMP. <input type="checkbox"/>				
DAY	Daily Business Miles	Gasoline	Oil & oil changes	Maint. & Repairs	Tires & Tire Repairs	Parking & Storage	Washing & Cleaning	Tolls	License & Taxes	Accident Repairs	Misc.	TOTAL
SUN.												
MON.												
TUES.												
WED.												
THURS.												
FRI.												
SAT.												
TOTAL												
ODO-METER READING THIS PERIOD	1-END			MILES DRIVEN THIS PERIOD	3-TOTAL (1 less 2)			LESS CHARGE FOR: Personal Miles & Sc Miles				
	2-BEGINNING				PERSONAL	BUSINESS	NET COMPANY AUTOMOBILE EXPENSE (Transfer above)					

TRIPLICATE - RETAINED

1005200046



# Congressional Record

United States of America PROCEEDINGS AND DEBATES OF THE 94<sup>th</sup> CONGRESS, FIRST SESSION

## Secretary Weinberger's Annual Outburst Against Tobacco is a Sad and Unfair Spectacle

SPEECH

HON. JESSE A. HELMS

OF NORTH CAROLINA

IN THE SENATE OF THE UNITED STATES

Friday, August 1, 1975

Mr. HELMS. Mr. President, at least once a year, it appears that HEW Secretary Caspar Weinberger feels obliged to go through the exercise of issuing a press release condemning tobacco, in which he releases the results of another highly debatable "study" that has been financed by the taxpayers.

This week, Secretary Weinberger did it again—with his latest annual call for Federal controls of tobacco. He did it last year; and when I contacted President Ford, the President promptly and sensibly assured me that Secretary Weinberger was speaking for Secretary Weinberger—and not for the Ford administration.

Now, Mr. President, I like Secretary Weinberger; but I do feel that he ought to restrain himself—at least until he has calmly examined the immense economic contribution that the tobacco industry makes to the stability of our Nation. Mr. Weinberger would also do well to take note of the fact that all these "studies" that throw him into a tizzy are highly debatable in their conclusions. It is all right with me if Secretary Weinberger has fixations about tobacco, but it would be far better if he tempered them with a bit more commonsense and objectivity, not to mention fairness.

Be that as it may, Mr. President, I desire to call to the attention of Senators a speech delivered in June by the Honorable Horace R. Kornegay, a distinguished former Member of the House of Representatives from North Carolina. Mr. Kornegay is now president and executive director of The Tobacco Institute, Inc. He addressed the 31st annual convention of the Bright Belt Warehouse Association, held at Wrightsville Beach, N.C., June 16-18.

I ask unanimous consent, Mr. President, that the fine address by Mr. Kornegay be printed in the RECORD.

There being no objection, the address

was ordered to be printed in the RECORD, as follows:

REMARKS OF HORACE R. KORNEGAY

You don't know how happy I am to be with you this evening. It's always a relief to get down to North Carolina...and get away from Washington, D.C. To get away from the antismoking zealots, their so-called experts who can always discover a new health hazard to blame on tobacco, and their political handmaidens who find it so easy to draft hostile legislation.

It's so nice to escape from the tempers and tensions that try men's souls, and talk with good friends who do not regard "tobacco" as a dirty word.

I feel like the fellow I ran into the other day in a supermarket. Just ahead of me in the checkout line was a young father with a shopping cart full of groceries and a screaming, yelling, bellowing two-year-old.

The young fellow kept repeating, over and over, slowly and softly, "Don't scream, Tommy; don't yell, Tommy; keep calm, Tommy."

I was frankly impressed by his effort to pacify the child. And I said to him: "You certainly are to be commended for trying so patiently to soothe the little Tommy."

"Mister," the young fellow replied wearily, "I'm Tommy."

As a son of North Carolina, and a soldier in what can properly be called "The Twenty-year War of Anti-Tobacco Aggression," I feel it is especially fitting to speak to you tonight here at the Blockade Runner Hotel.

For it is no exaggeration to say that our industry is under siege. We are sustaining a blockade by an enemy which is bound and determined to cut off the right of the American people who smoke tobacco in public places.

And it is also no exaggeration to say that we are just as bound and determined to break that blockade.

It's alarming to feel the hostility of our opponents toward all of us who grow, sell or manufacture tobacco. But that is nothing new. What is new, however, is the animosity they are now directing at any man or woman who happens to express the pursuit of happiness through the simple pleasure of smoking tobacco.

Many of our opponents are permissive about pot, pornography and hard liquor but are repressive about tobacco. Many of our opponents are silent about air pollution and industrial pollution but outspokenly condemn tobacco smoke as "personal pollution." Many of our opponents supports civil rights but deny smokers' rights.

It is a national scandal to see how easily some politicians are succumbing to the pres-

sure to relegate smokers to the back of planes, trains and buses, and to restrict their access to public places and employment. It seems incredible that many who advocated tearing down the old barriers that divided people on the basis of race, color or creed, are now willing to erect new barriers dividing people on the basis of whether they smoke or not.

The antismoking movement is growing uglier each day. But, then, the face of prohibition is never pretty.

Frustrated by their failure to convert the public to their cause, the antismoking activists are directing a campaign of violence and hostility to the 60 million Americans who choose to smoke. But, then, hell that no fury like a zealot scorned.

Aimed at any other segment of society, these excesses would be denounced in the harshest terms by politicians and the press. But then, taking cheap shots at tobacco has long been a popular pastime.

However, there are signs that the antismoking crusade may be an idea whose time has come—and gone. There are signs that it may have "peaked" as the politicians say, or "bottomed out" as the economists say.

For twenty years our antismoking opponents have had a virtual monopoly in the business of issuing dire warnings to the public. A recent cartoon expressed the situation very accurately. It depicted two white-coated scientists in a laboratory, each with a smirk on his face, and one saying, "Well what disease shall we blame on smoking this month?"

For two decades, it appeared that if a research worker wanted to get his name in the papers, all he needed to do was to come up with a scare study regarding smoking. The news media immediately picked it up and played it to the hilt.

But events have overtaken the antismoking crusade. They have lost their cozy monopoly of horror stories about tobacco. As Lincoln said, "You can't fool all of the people all of the time."

They get skeptical after twenty years. They start asking questions. Like a taxi cab driver recently, "Did you ever stop to think," he said, "if drinking kills people, and overeating kills people, and smoking kills people, what kills all those people who live right?"

Coal miners are getting tired of being told "It's cigarette-smoke-not-coal-dust" that's getting them sick. Asbestos workers are weary of hearing it's smoking that causes their illness. The same red herring arguments are no longer being bought by uranium miners or coke oven workers, or textile workers, or chemical or rubber workers.

People have eyes, and ears and brains. They can think for themselves and reach different

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conclusions for those that the antismoking zealots try to impose on them by propaganda.

When a government report comes out showing that death and disease are high in an industrial county but low in a nearby suburban county without factories, people know it's not because of tobacco smoking. When another report comes out revealing high rates of death and disease around cities that draw their drinking water from polluted rivers, people know it's not because of tobacco smoking.

When people read about the massive pollution of the air caused by the emissions from millions of automobiles on our congested streets, they may tend to doubt the hysterical attacks on someone smoking in a restaurant.

One of the leaders of the medical profession recently summed up the situation. His assessment is worth repeating and remembering. "We must all be aware," he said, "that reports in both the scientific and popular media regarding other suspected causes have become more frequent rather than less frequent." As a result, he added, we "have become more as opposed to less aware of the claimed implications of occupational, environmental, hereditary, constitutional and even dietary factors." He cautioned the antismokers "to exercise total objectivity and in so doing, avoid being trapped by an over-simplification of issues beyond which the audience will hear but not heed."

I doubt they will heed the advice. I expect them to continue to throw millions of words and images at human beings who can process about 250 words a minute, or at most 1,000. They will continue to inundate the individual with an overload of information until he is finally desensitized. I think they have already accomplished this.

Any day now, an unbiased Gallup poll might reveal public opinion about the latest tobacco and health warning as 23 per cent undecided, 16 per cent don't know, and 61 per cent don't care.

Nor do I expect the antismoking movement to heed his advice about objectivity.

Too many of the old hands have a vested interest in attacking tobacco . . . and some newcomers are trying to get into the act.

One of the strangest attacks on tobacco recently came from furniture manufacturers. Instead of trying to develop less flammable upholstery, they suggest that the government force the tobacco industry to produce a self-extinguishing cigarette.

Most Congressmen and Senators see the folly of that solution. But Sen. Eagleton expressed his feeling with exactly the degree of ridicule the proposal deserves but unfortunately . . .

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tunately didn't get from the government. He suggested some ideas for producing a self-extinguishing cigarette. Namely:

Criminal penalties for anyone who smokes in bed, unless it is a water bed.

Make cigarettes out of non-burning materials instead of tobacco—sand, for instance.

An inverse airbag device operating on the principle that combustion cannot take place in the absence of oxygen. As soon as the cigarette is lit an airbag on the cigarette pack immediately sucks all the air out of the room, thus extinguishing the blaze and, unfortunately, the occupants of the room as well.

A device based on the notion that cigarette fires, like oil fires, can be extinguished through an explosion. Each cigarette is loaded with a small explosive charge which goes off when the ash reaches 3 inches from the end. The dental lobby would no doubt support this plan.

He tempered his humor with a serious note, with which I am sure we can all agree:

"Whatever the testers do come up with," Eagleton said, "I'm sure the government will persist in its efforts to help us poor, inept citizens live our lives the way we should, if only they show us the way."

Let me echo his serious note. Our opponents will not soon wither away. They will not admit that they have desensitized the public. Instead they will blame the public for being apathetic, stupid, misguided, unteachable and so on . . . and invoke the active intervention of Big Brother Government in accomplishing policies that lead to out-and-out prohibition.

The drive is already underway. Early this month at the so-called 3rd World Conference on Smoking and Health, some 500 anti-tobacco activists from nearly 50 nations convened in the Grand Ballroom of the Waldorf-Astoria in New York. Their purpose: to renew the flagging zeal of the anti-tobacco movement. Their goal: the end of smoking.

The leader of this anti-tobacco comintern was Sir George Godber, who used to be England's equivalent to the U.S. Surgeon General. You may be interested in some of Sir George's views about tobacco.

"Our target in the long term," he said, is "the elimination of cigarette smoking."

He foresaw the year 2000 as a time when "relatively few addicts use cigarettes, but only in private and in the company of consenting adults."

He called tobacco companies "the enemy" and "merchants of death."

He called tobacco advertising a "false message" which must be "suppressed."

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He called smoking, "a dirty, antisocial practice."

That was on the first day. On the final day Sir George announced between 150 and 200 recommendations for the delegates to take home and pressure their governments to adopt.

You will be interested in some that they will try to impose, not only on Americans but on the entire world. For example:

Take immediate steps to restrict smoking in all enclosed public places.

Ban the advertising and promotion of cigarettes throughout the world.

Make tobacco manufacturers and smokers pay for anti-smoking campaigns through 5 percent tax on cigarettes.

Make no smoking a condition for employment in hospitals and other health facilities.

Classify tobacco as addictive and smokers as drug-dependent.

Lower rates on all forms for insurance for nonsmokers.

Quit smoking clinics paid for by tax-supported national health insurance programs.

Raise tobacco prices or taxes or both to discourage smoking.

Discourage any investment of capital that might foster the tobacco industry.

Urge senior government officials from smoking in the exercise of duties.

That is the tip of the lance the anti-smokers have aimed at the jugular vein of not only our industry but our free society as well.

And the final irony is that you and I—and every other tax payer—contributed our share of hard-earned tax dollars to pay for this anti-tobacco, anti-social prohibitionist hate session.

Sad, but true. The entire sorry affair cost U.S. citizens more than a quarter of a million dollars. The money went from HEW to the American Cancer Society and thence largely into the expense accounts of about 150 foreign delegates to pay for air fares and \$50 a day living and food and beverage expenses . . . at the Waldorf Astoria.

All these scarce government funds to blend foreign zealotry with the domestic variety in a frantic effort to destroy the product that saved the Jamestown colony . . . that financed the war that freed us from the British empire . . . and without which there may have been no reason to have a Bicentennial, much less celebrate one.

I will end at this point, certain that if I have succeeded in bringing the kettle to a boil, I don't have to tell you where to pour the hot water of your indignation.

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# the Parliament Word Game

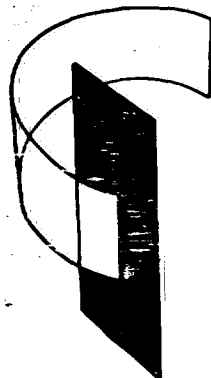
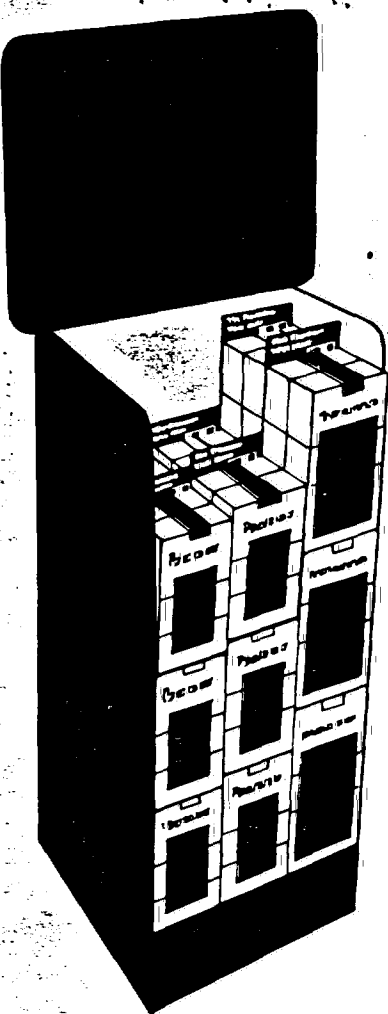
A new and exciting promotion from Parliament—one that will help you sell in more product.

During the sixth sales cycle, the Parliament Word Game will be promoted in two ways. First, nationally, as a giant crossword puzzle self-liquidator, and secondly, in our top volume markets, as a smaller special on-pack promotion.

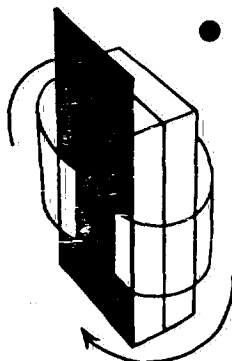
In your area where we will be utilizing the on-pack, there will be a four-carton product sell in—two 100's, one Kings, one Box.

This exciting promotion presents a great opportunity for you to get placement on any packing that has not been previously authorized, as well as gaining increased exposure for Parliament.

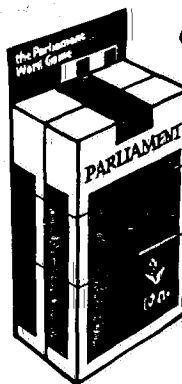
The following sketches indicate how the Parliament Word Game should be attached to the packs.



- Fasten the packet containing the Parliament Word Game to two packs (any packing) of Parliaments. Put it on the back of the two-pack unit, as shown at right. That way, stacking is easy and the packet containing the puzzle is always visible in the display.



- Don't put it in between the two packs. This prevents stacking. And don't affix it so that it hides the package fronts.



- Be sure that when the unit is on the display, a line or two of the crossword pattern shows.

**the Parliament Word Game** is unique, exciting, different. It provides you with a selling tool that will surely help increase sales. Although there will be no payment for the placement of the 36-pack set/sell, certainly every retailer will see the advantage of having this unique on-pack. And retailers can join in the fun because each one will be given two free puzzles if he accepts the unit.

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